

Nomination Form

FEDLINK Librarian of the Year Award

INSTRUCTIONS: Please save a copy of this Nomination Form, complete the form in Word, print a copy and get signatures on (current) page 2*, and email or fax a copy with the Selection Criteria Statements and Supporting Materials to fliccfpe@loc.gov or 202-707-4828. All Nominations must be faxed or emailed no later than Friday January 13, 2017. If you do not receive confirmation within one week, please contact Lizzie Daniels by phone at 202-707-4813. (*Completed form will probably be longer than 2 pages.)

Use the exemplars at http://www.loc.gov/flicc/Awards/previous_year_exemplars.html as a guide in completing the application packet and writing the Selection Criteria Statements.

Please complete the boxes below. They will expand as you type.

NOMINEE:

Name: Michael Steinmacher

Title: Director

Agency: Barr Memorial Library

Library/Information Center Address: 62 W Spearhead Div Ave #400

City: Fort Knox State: KY Zip: 40121

Phone: 502-624-1232

Fax: 502-624-3578

Email: robert.m.steinmacher.naf@mail.mil

Additional Comments or Explanations: _____

NOMINATOR:

Name: Mark A. Wicker

Title: Chief, Community Recreation Division

Organization: Fort Knox Family & MWR

Address: 4248 Bullion Blvd

City: Fort Knox State: KY Zip: 40121

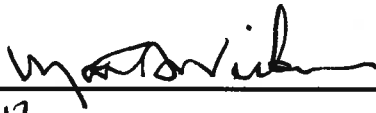
Phone: 502-624-3180

Fax: 502-624-1129

Email: mark.a.wicker2.naf@mail.mil

Nomination Form

Nomination Statement(Mandatory): I believe the nominee should be Federal Librarian of the Year for Fiscal Year 2016 because (50 words or less) **his unswerving dedication to innovation and promotion of creative, meaningful library services, programs and events that support education, recreation, and total quality of life for members of the Army Library community.**

Signature: 
Date: 12 Jan 2017

MANAGEMENT APPROVAL - Immediate Supervisor:

Name: Mark A. Wicker
Title: Chief, Community Recreation Division
Organization: Fort Knox Family & MWR

Statement of approval: I approve this nomination for Federal Librarian of the Year for Fiscal Year 2016.

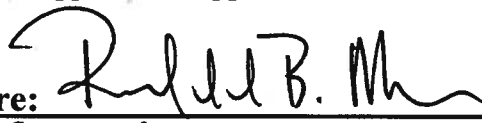
Comment: _____

Signature: 
Date: 12 Jan 2017

MANAGEMENT APPROVAL – Second Level Manager:

Name: Randall B. Moore
Title: Director, Family & MWR
Organization: Fort Knox Family & MWR

Statement of approval: I approve this nomination for Federal Librarian of the Year for Fiscal Year 2016.

Signature: 
Date: 12 Jan 2017

1. Michael Steinmacher: Active and innovative leadership during FY16

Mr. Steinmacher's dynamic leadership during FY16 is representative of his overall approach to ensuring that Barr Memorial Library leads the way for Army Libraries in terms of providing exemplary, innovative and top quality programs and services for the Fort Knox military community. In fact, under his leadership, the scope, scale and quality of Barr's work rivals that of the best public libraries.

Mr. Steinmacher was actively involved in establishing and/or providing oversight for:

- Securing the appearance, at no cost to the installation, of 5 New York Times Bestselling authors (Denise Grover Swank, Steve Berry, Mary Monroe, Eric Jerome Dickey and David O. Stewart) and three notable military authors (Medal of Honor recipient Clint Romesha, retired Sergeant Major of the Army Jack Tilley and Army Wives author Tanya Biank). In total, Mr. Steinmacher initiated and hosted 15 Authors at Your Library programs in FY16. Further, through his networking and strong business contacts, Mr. Steinmacher obtained commercial sponsorship to give Soldiers and Families copies of each of the mentioned author's book for free.
- Capitalizing on the surge of interest in the Star Wars phenomenon, mounting a December 2015 event featuring members of the 501st Legion, a professional Star Wars costuming organization. The success of that 2 hour event, in which more than 300 participated, led to a summer 2016 Star Wars Reads program for all ages and a fiscal year spanning (September 5 – October 8), acclaimed, museum quality exhibit of Kenner Star Wars toys that he personally created and curated in cooperation with the General George S. Patton Museum of Leadership.
- Drawing upon community interest and his educational ties, the Library mounted its Living History at Your Library series, which featured professional quality historical reenactors, including Mark Twain, Abraham Lincoln and Daniel Boone. The series attracted nearly 300 participants and lead to a continuation of the program in FY17.
- An educational summit of sorts, bringing together for the first time the representatives of the installation's ACES (Army Continuing Education Services) program and the representatives of 6 on Post colleges and universities to gauge interest, need and explore possible partnerships with those educators.
- Securing both command authority, resources for technology, equipment and renovation of a former coffee shop within the library into a high-tech, hands-on MakerSpace, a learning commons center designed to support and augment S.T.E.M. (Science Technology Engineering and Math) curricula, as well as provide opportunities for lifelong learning. Mr. Steinmacher personally engaged educators of all levels, both on and off post, to raise awareness of the new initiative, create the beginning of new collaboration between the schools and the library, and to reinforce the role of the Library as the premier supporter of education at Fort Knox.

These are just a few of the many accomplishments Mr. Steinmacher achieved during the fiscal year, positioning the library as the heart of community education, all the while advancing the awareness and agenda of the library and his profession.

2. Michael Steinmacher: Promotion & Development of Library and Information Services during FY16

Mr. Steinmacher is director of Barr Memorial Library, which is part of the Directorate of Family and Morale, Welfare and Recreation at the Fort Knox U.S. Army Garrison, located in west central Kentucky. The Directorate's Mission Statement is to "Deliver flexible, innovative and relevant programs and services that enable readiness and resiliency to the Total Military Family." Its Vision Statement is "The driving force that builds and sustains the strength of the Total Military Family." Fort Knox Family and MWR supports the Army values of loyalty, duty, respect, selfless service, honor, integrity, and personal courage.

Mr. Steinmacher ensures that the Library is committed to these organizational goals, as demonstrated by his active and innovative leadership (see previous page). As a senior manager in MWR, he is a key member of the Directorate's Strategic Planning process and he continually refines the Library's support of that plan, in addition to providing suggestions and feedback on how the entire organization can be more responsive to its community.

Mr. Steinmacher created Library commitments to the overall Fort Knox Family and MWR mission, vision and values. By clicking on "About the Library" at www.barrlibrary.org, one can see the full depth and breadth of these commitments. Among them:

- We will offer programs and services tuned to the battle rhythm of the Fort Knox community, remaining attuned to the constant state of readiness in which the Post exists
- We will embed ourselves in the fabric of our community by actively engaging customers and potential customers by participating in outreach events, speaking at meetings and programs, and offering a diverse range of highly visible programs and services that will seek to attract new customers
- We will offer services that reach out to the community – from birth to the twilight years – offering a vast tableau of programs
- We will be a staff attentive to the needs of our customers, recognizing, respecting, and adapting to serve a constituency under enormous pressures
- We will be a community place, an anchor of our community that provides services to engage both the mind and the heart

Mr. Steinmacher's stated commitments for the Library are principles under which he operates. Not only does he imbue his work with these commitments, he models them for younger, staff librarians, mentoring and growing the Library's pool of talent.

The Library, with a nearly \$1,000,000 annual operating budget, is Fort Knox's equivalent of a public library. A 20,000 square foot facility, the Library's principal patrons are Soldiers and Families, Retirees/Veterans, civilian employees and students of on Post universities. The active Post population numbers just over 10,000 persons, but Barr Library attracts residents of Hardin, Meade and Jefferson County (whose total combined population is about 1 million persons).

Using the American Library Association's Public Library Value Calculator, a conservative estimate of value that Barr Library offers the community annually is \$4.2 million. This return on investment is staggering when one considers the Library budget.

Mr. Steinmacher's leadership and advocacy for Barr Memorial Library demonstrates a professional highly attuned to his profession and the community he serves. During FY16 he continued to hone programs and services to respond to the community, using empirical and observational data to make decisions. One example of this was his conscious shift of high profile and New York Times bestselling author appearances to daytime versus evening events, which increased visibility and access. As a result, remarkable participation was achieved, with a combined audience of over 700 for just 5 events. His vision for the program was attractive to sponsors, who provided funding to present participants with free copies of the authors' books. This leadership and ability to adapt demonstrates an expert knowledge not only of program management but an innate sense of how to market and recruit top tier talent at little or no cost to the installation.

While Mr. Steinmacher utilizes best practices of Army Libraries in his leadership, he does not rely on them solely. He looks to both the library world and public & private sectors for ideas. He's as likely to introduce a Disney management concept to library operations as he is to reference and utilize American Library Association best practices. In FY16, when an opportunity arose at the last moment to mount an event with members of the 501st Legion, the Star Wars costuming organization, Mr. Steinmacher leapt into action, pulling off an impressive event the day after the opening of the film, *The Force Awakens*. Tapping the enthusiasm of Star Wars fans, the event attracted over 300 people and led to the creation of an annual Library Star Wars Reads celebration and reading program.

No project in FY16 better represents Mr. Steinmacher's total skill as a leader than the MakerSpace project. Mr. Steinmacher identified that the coffee concessionaire in the library was underperforming financially. He not only made the case that the space could be better utilized by the Library (pointing to metrics on program offerings and participation), but also convinced his command to relocate the coffee concession, lobbied for and obtained funding to renovate the space, and made calculated decisions that enabled him to leverage nearly \$100,000 for the project. Most of those funds came from funding outside of the library's funding stream. He simultaneously was holding community meetings with elementary, secondary, and higher education officials to articulate his vision for the new space and extend an offer to create (and collaborate upon) curricula directly supporting S.T.E.M., S.T.E.A.M., and lifelong education. All of Mr. Steinmacher's considerable talents at advocacy came into play, rallying both financial and mission supporters behind the project end goal.

In a climate where resources continually shrink, Mr. Steinmacher also demonstrates remarkable acumen. Whereas Army libraries' benchmark is to break even financially annually, Mr. Steinmacher has contributed to the organization's bottom line, generating over \$6,000 last FY and nearly \$80,000 in the past five fiscal years. With a budget continuing to contract, Mr. Steinmacher meets his educational mission, manages growing budget reductions in a minimally impactful way to the patron through smart budgeting, cost analysis and resource allocation, and has produced revenue for his parent organization.

Mr. Steinmacher's focus on collection management in FY16 demonstrates an innate understanding of its importance and the leadership of a library professional who can quickly and thoughtfully modify and create collection policy to respond to the changing needs of the Fort Knox community. The popularity of the Barr Library collection and its responsive nature is evidenced by circulation, with over 160,000 items circulated in FY16. Fort Knox was second in circulation among the 60+ Army General Libraries during FY16.

Mr. Steinmacher's management of the collection is about much more than successful collection development. Through Mr. Steinmacher's leadership, a 100% inventory was conducted for the second year in a row, concluding that only 71 items, .06% of the recorded balance of 118,435 items, were unaccounted for. This remarkable statistic follows the previous year where loss rate was just above 1%. AR735-17, 2-8 (Lost, damaged, or destroyed materials) allows up to a 10% annual inventory loss for Army libraries of Fort Knox's type. Regulations require a 100% inventory on a three year cycle; Mr. Steinmacher placed the Library on an annual cycle for higher accountability and demonstrated remarkable stewardship in minimizing collection loss.

Mr. Steinmacher's collection management yields more than high circulation and stringent government property accountability and access. For both collection management purposes and as part of a professional librarian succession plan, Mr. Steinmacher led multiple initiatives in FY16: material weeding; development of a thorough multi-year, cyclic weeding and replacement lifecycle plan; approved and directed the purchase of new and replacement materials serving all ages and mission needs using best practices and sound purchasing techniques on a weekly basis; and leveraged donations to offset expenditures in the materials budget. His expert management of the collection included knowledge of purchasing policies and guidelines, ensuring that not only were those requirements met, but also that the Library maximized its purchasing power through smart selection and vendor choices.

As an installation serving a large transient population, Mr. Steinmacher created new and modified existing library access, circulation and collection development policies during the FY. As the home of cadet summer training for the Army, Fort Knox hosts well over 12,000 military and civilian personnel assigned temporary duty. Mr. Steinmacher adapted policy and procedure to ensure that these patrons were granted expanded privileges under rule and policy for the duration of their stay. He adjusted local policies to serve permanent party patrons better, including expanding remote access to the spouse and other dependents of eligible account holders.

Mr. Steinmacher's adapt skill at managing collections and circulation policy led him to be one of a handful of librarians selected for temporary duty at Installation Management Command Headquarters (IMCOM) in November 2015. The purpose of this duty was to provide consultation as a subject matter expert on library policy and procedure and to make recommendations on global policy and system modifications in advance of a server migration impacting Army library patrons on a global basis. Mr. Steinmacher was not only a subject matter expert for this team, but served, and continues to serve, as a communication conduit between headquarters and a for a large number of Army I

Mr. Steinmacher recognizes the importance of technology in the provision of library services. Utilization of technology in the Army Library environment in particular is especially challenging in light of information security and network integrity concerns. Mr. Steinmacher understands the complexity of selection, certification and securing technology in the environment but is relentless in pursuing technology and tools that will serve library patrons well and increase access to materials and services.

Mr. Steinmacher displays the ability to evaluate, select, modify and implement hardware and software solutions for the Library. Working with both local and headquarters level Marketing departments, he successfully obtained changes to the Army's Enterprise wide web platform to maximize patron usability in a product whose overall design was not library friendly.

Mr. Steinmacher's staff receives monthly updates and technology training on new tools as they become available. These training sessions are staff led, occasionally by Mr. Steinmacher himself but always under his oversight. Whenever a new tool or piece of technology is introduced, such as Playaway's Launchpad was during FY16, Mr. Steinmacher ensures to the highest degree of certainty that deployments are successful. This typically takes the form of staff training that is designed with the user in mind so that staff can most successfully explain and market new tools. FAQs are developed as needed to ensure that staff and patrons fully understand the new offering. Purchases of new technology are always conducted through the appropriate vetting processes and approvals obtained.

While some of lesser resilience would fail to see the cumbersome and long technology approval process through, Mr. Steinmacher doggedly has pursued technology for the Library's MakerSpace. Purchases for that space include atypical technology, such as tablets and 3D printers, all of which is outside the norm for typical Army Library procurement. Mr. Steinmacher's determination to ensure that purchases are in compliance with system certification and accreditation is a testament to not only his unswerving desire to provide access to those technologies, but also to his recognition of Army policy, procedure and attention to national security.

Likewise, while social media, collaborative and mobile technology deployment is much more complex than it would be in the civilian world, Mr. Steinmacher is constantly looking for and trying to adapt those platforms for library use. Within days of the emergence of the Pokemon GO phenomenon, Mr. Steinmacher had a plan in place to capitalize upon it. Mr. Steinmacher considers, consumes information about, and calculates use of emerging technologies asking how and if they might be adapted for library use. Some quickly manifest themselves, such as taking pictures of patrons with Star Wars costume clad characters and placing them in a Star Wars universe backdrop using green screen technology or hosting, recording and releasing 16 episodes of the Library's popular Off the Page podcast during FY16. Others, such as consideration of drones and virtual reality, while challenged by restrictions, are not simply abandoned due to the challenge itself.



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON COMMAND, FORT KNOX
111 E. CHAFFEE AVENUE
FORT KNOX, KENTUCKY 40121-5256

REPLY TO
ATTENTION OF:

IMKN-MW

MEMORANDUM FOR FEDLINK Awards Working Group

SUBJECT: FY2016 Federal Librarian of the Year Award

1. I am writing to give my endorsement of Robert Michael Steinmacher as Federal Librarian of the Year. Mr. Steinmacher, director of Barr Memorial Library, should be recognized and rewarded for his superior achievement in the operation of a diverse and dynamic Army library.
2. Barr Memorial Library, under Mr. Steinmacher's leadership, offered first-rate programming and provided exceptional events and services to the gold standard that our Soldiers, Families and the Fort Knox Community deserve and have come to expect. His focus on leadership and innovation include, but are certainly not limited to, a new MakerSpace, which will focus heavily on providing S.T.E.M. (Science Technology Engineering Math) in support of and in cooperation with our installation's schools.
3. I fully endorse the nomination of Robert Michael Steinmacher as the Federal Librarian of the Year due to his work during FY16 and his ongoing commitment to providing exemplary library services to the Fort Knox Community.

*Phenomenal
Support to Fort Knox
Soldiers, Families, and
Civilians. Must select!*


STEPHEN K. AITON
Colonel, AG
Commanding



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
OFFICE OF THE DEPUTY CHIEF OF STAFF G-1
300 ARMY PENTAGON
WASHINGTON DC 20310-0300

DAPE-TBL

29 December 2016

MEMORANDUM FOR FEDLINK Awards Working Group

SUBJECT: Nomination for Federal Librarian of the Year

1. I am writing to endorse Robert (Michael) Steinmacher as a candidate for Federal Librarian of the Year for 2016.
2. Michael serves on the Army Library Steering Committee (ALSC), an advisory board to the Deputy Chief of Staff, G-1 composed of library directors and command librarians. The ALSC meets monthly regarding Army library policy and procedures, technology, services, and programs. Michael was elected to the ALSC by the body of Army librarians in October 2015 and is serving a two year term. During 2016 Michael contributed greatly to the leadership of the ALSC in the following ways:
 - a. During 2016 Michael was instrumental in assisting with revising the Army's gift acceptance policy by providing pertinent information on determining the value for gifts, the importance of acknowledging donor support, and proposing policy changes. As a result, librarians will be able to accept gifts on behalf of their command with greater efficiency and with less difficulty for the donor.
 - b. In 2016 Michael offered many suggestions for library training, helped with revision of the questions for the Army Library Metrics 2016 Survey, and provided ideas and support for the World War I anniversary.
3. Michael has received many accolades from Soldiers stationed at Fort Knox who have praised his accomplishments in providing such an outstanding library environment for Soldiers and families. Michael's ability to build networks, follow publishing houses, and communicate with well-known authors to keep his best-selling author program vibrant is a testament to his leadership.
4. I have known Michael since 2010 and can attest that he is one of our very most dedicated leaders in the Army Library Program, and, I highly endorse him for Federal Librarian of the Year.

TRUDIE A. ROOT
Librarian of the Army



**DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
2405 GUN SHED ROAD
JOINT BASE SAN ANTONIO FORT SAM HOUSTON, TX 78234-1223**

REPLY TO

January 10, 2017

Mr. Mark Wicker,

It is an honor and a pleasure to provide you with an endorsement of Mr. Michael Steinmacheryou're your Federal Librarian of the Year submission.

I have had the pleasure of working with Mr. Steinmacher on a number of projects in FY16 that have enhanced and advanced the overall MWR Library Program. His involvement as one of five Library Directors reviewing library policies associated with the integrated library system is notable. He takes a deliberate and measured approach to policy development with a healthy dose of common sense. Mr. Steinmacher is always on the side of "what is good for our Soliders and their Families". With the merger of policies from the Europe MWR Libraries and the CONUS MWR Libraries there was much discussion, compromise and decision making involved. Michael is not shy in making his positions known, but he does it with thoughtfulness and with specific examples, not just "we've always done it this way". He will weigh pros and cons. As a result of those deliberations with colleagues and the subsequent merger of over 8M records, he also assumed a role of testing the new system and providing feedback on what works and what doesn't work. This took immeasurable amounts of time for him and the staff at Fort Knox, but he knew that in the long term his success would mean success for all. Under his leadership at Fort Knox the staff knew that their participation would provide a better product for them as well as for the patrons.

Mr. Steinmacher also agreed to serve on the Army Library Steering Committee and in that capacity became involved in the revisions of the AR1-100 Gift Policy. MWR Libraries often receive gifts of physical items and the process of accepting or not accepting individual items was proving to be onerous with some of the new language being proposed. With his help the points have been made, adjustments to the policy have been proposed and most importantly his ongoing work on process for gift acceptance has been exceptional. Although this project is not finalized, his good work and involvement is proving to be invaluable in developing a process that will be less onerous for library personnel and provide additional good resources to physical library collections.

Mr. Steinmacher's book author program has been exemplary. Although this program initiative has been in place for a few years, Mr. Steinmacher just keeps making it better and better. Fort Knox is truly privileged to have the opportunity to meet best selling authors. It takes a great deal of time and commitment to the community to build a program of this magnitude.

Finally, Mr. Steinmacher has his eye to the future and what libraries can contribute to the life of the community and in our case the local Garrison. With the advent of MakerSpaces in the private sector Mr. Steinmacher has seen the opportunity to provide the tools and a place to encourage individuals in the community to come together and learn, "make" with one another. A tenant of the MakerSpace

SUBJECT: Endorsement for Federal Librarian of the Year

evolution is a community of learners, not just with books, but also with computers, sewing machines, robots, crafting. Using the interests and expertise of the community, individuals can share their enthusiasm and love of their special interest with others. The library does become the "Community Couch" and a place for learning and sharing. Mr. Steinmacher sees this role of libraries. He embraces this role. He acts on behalf of all the members of the Fort Knox community. That is what great librarians do.

Personally Mr. Steinmacher as a colleague is always someone that I can call and bounce ideas. He has been a mentor to me in better understanding the local library and mentor to other new MWR Librarians.

Mr. Steinmacher certainly deserves the honor of being the Federal Librarian of the Year.

Respectfully,



Karen Cole
Chief, Army MWR Library Program
IMCOM G-9, Family and MWR Programs
Fort Sam Houston, TX 78234-7588